

Without Vitamines there would be no life

Our Ice Cream

is made for you with your health in view, in the most sanitary plant in the state, with capacity large enough to supply Tulsa county, and at which you are always a welcome visitor.

Our Equipment

includes not only the latest improved machinery for manufacturing, but also a special, complete laboratory for testing the ingredients used.

Vitamines are as necessary to life as the air you breathe. Vitamines are too small to microscope, but scientists know that without vitamines there would be no life.

Vitamines give you health, vigor and life itself.

Vitamines are elements of certain foods. They are found in pure milk, fresh vegetables, yolks of eggs and fresh fruits.

The vitamine is the eleventh hour arrival of dietary wisdom. In early times we all ate according to instinct, picking and choosing to suit bodily needs, nibbling a herb salad here and taking a cocoanut there, as do wild animals in their native environment.

Came civilization, which blunted instinct and narrowed the food range. Bread, meat and potatoes became the staples of life. Salads were a bother, fruit was expensive and dainties were scoffed at by our hardy forefathers.

The scientists of yesteryear studied food from the obvious angle of fuel which is consumed or burned in the human machine, meaning the body, to produce a given amount of heat or energy. They figured to a nicety the energy and value of each kind of food and adopted a unit, known as calory, which was like the decimal system of the diet.

For example, they figured that a person weighing so many pounds and doing such and such daily work required a daily ration of thirty-eight hundred calories so as to repair the waste of tissue, allow for growth and keep in health. It was all very exact, everything worked out in the laboratory with chemical analyses, instruments of precision and a clever machine, in which human beings were gauged like steam boilers.

These older scientists differentiated into protein, carbohydrates, fats and mineral salts, which they prescribed in varying proportions to make a balanced ration. They did not put much emphasis on the mineral salts and they were not very sure about the fats. They talked mostly protein—lean meat, beans, eggs, milk—for brain and muscle, and carbohydrates—potatoes, white bread, sugar—for other stoking of the body machine.

The old diet was all right as far as it went, yet it left out the essence of life which is or are the vitamines. Of course some of the essence stayed in by accident, whereby the human family did not perish under the calory system. Today we know how to seek the essence and to make sure that there is enough of it in our meals.

The trail of the vitamine was struck when the oriental disease known as beri-beri was traced to an excessive rice diet. The object of this ad is to acquaint you with the vitamines in milk.

An English chemist named Hopkins observed that a trifling amount of milk stimulated the growth of animals out of all proportion to its food value in terms of calories. In this country Doctor Babcock, of milk test fame, became interested in the new line of diet study and on his suggestion Professor Hart, agricultural chemist, inaugurated ration tests on dairy cattle at the Wisconsin Experiment Station in 1906. This work was shifted by Doctor McCollum to animal subjects and the medium of chemically pure food. Doctors Osborne and Mendle, of Yale, added to the findings of Doctor McCollum.

It was found these animals stopped growing on a pure calory diet. Give them a bit of butterfat (which you know as cream) and they would resume growing. Taking into account studies by other men establishing that the same properties found in butterfat (the cream from milk) existed in liver fat, kidney fat and cod-liver oil, while they did not exist in vegetable oils, Doctor McCollum believed that there was a new vitamine and he labeled it "Fat Soluble A."

It is now held that lack of growth, rickets, eye disease and other troubles are due to shortage or absence of Fat Soluble A. It was decided that the original vitamine, isolated by Doctor Funk, should be called "Water Soluble B," because it could be obtained in water solution. This vitamine was identified in milk, wheat germ and yeast, and was found to promote growth as well as cure diseases as beri-beri.

Milk contains the "Fat Soluble Vitamine A" and the "Water Soluble B" vitamine, both of which are necessary to health and growth.

For growing children cow's butter or good ice cream should be used. The milk of the cow varies in vitamine content according to the food it eats. This is natural because the ultimate source of the vitamine is in the plants of fruits.

We have blended the milk, cream, sugar and flavor in such proportions as to produce one of the most perfect ice creams even we have ever made.

So when you eat a dish of "Purity" ice cream you are not only eating a dainty health-food but you are feasting on life-giving vitamines.

Our Firm

has been identified with the expansion and development of Tulsa since 1909. Its policy has been liberal, its methods progressive, and its growth in proportion to that of the city.

It has always taken an active part in affairs for city betterment, and its reward for fair dealing is continuous service to many customers for 12 years.

It seeks public approval strictly on merit alone, and hence guarantees you a service and quality unexcelled.

ASK YOUR DEALER FOR PURITY ICE CREAM—
"THE FINEST ICE CREAM YOU HAVE EVER EATEN"

Plant and Office:
302 to 312
West First Street

Purity Ice Cream Co.

Phones: Osage
2723-3773
and 1288